

Syllabus

Advanced International Marketing

Instructor: Prof. Sok-Tae Kim, ted7@dgu.edu, Tel: 010-2264-3806

Class Hours : Thursday 456, Class Room: 1030-1

Website: int-mgt.neocities.org (refer to: Advanced International Marketing Section)

Class Format: Lecture + Journal Discussion + Research Development

1. Course Description

This course provides doctoral students with a comprehensive understanding of **international marketing theories, strategies, and research methods**. Because many students entering the program have limited background in marketing, the course begins with **core marketing principles and international marketing frameworks**, then progresses to **advanced theories, empirical research methods, and current academic debates**.

Students will learn how multinational firms design global marketing strategies, manage cross-cultural consumer behavior, and build competitive advantages in international markets. The course also focuses on **academic research development**, enabling students to critically analyze journal articles and design publishable research projects.

2. Course Objectives

By the end of the course, students will be able to:

1. Understand **fundamental marketing and international marketing concepts**
2. Analyze **global marketing strategies of multinational corporations**
3. Apply **theoretical frameworks to international marketing problems**
4. Critically review **top academic journal articles**
5. Develop **original research ideas for doctoral-level publication**

3. Evaluation

Component	Weight
Class Participation	20%
Mid-term Exam and Quizzes	20%
Research Proposal and Presentation	20%
Final Exam	40%

4. Recommended Textbooks

Primary

- Keegan & Green — *Global Marketing*
- Cateora, Gilly & Graham — *International Marketing*

Research Journals

Students will read papers from:

- *Journal of International Marketing*
- *Journal of International Business Studies*
- *Journal of Marketing*
- *International Marketing Review*

5. Weekly Schedule

Week 1 — Introduction to Marketing and International Marketing

Week 2 — Globalization and the International Marketing Environment

Week 3 — Consumer Behavior in Global Markets

Week 4 — International Market Entry Strategies

Week 5 — Global Market Segmentation and Targeting

Week 6 — Global Branding Strategy

Week 7 — Global Product Strategy

Week 8 — Global Pricing Strategy

Week 9 — Global Distribution Strategy

Week 10 — Digital Global Marketing

Week 11 — International Marketing Research Methods

Week 12 — Reviewing Academic Research

Week 13 — Developing Research Ideas

Week 14 — Final Research Paper Presentation

Students present:

- Research topic
- Literature review
- Hypothesis
- Proposed methodology

Week 15 — Final Exam

6. Research Paper Requirement

Students must submit a **15–20 page research paper** including:

1. Research question
2. Literature review
3. Hypothesis
4. Methodology
5. Expected contributions

7. Example Research Topics

Examples suitable for PhD students:

- Impact of **Cultural Distance** on Global Brand Strategy
- **Digital Platform Competition** in International Markets
- **Country-of-Origin Effect** on Consumer Trust
- **Globalization vs Deglobalization** in Marketing Strategy
- **AI-based Personalization** in Global E-commerce